

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 707834
Alt Order #: 06287019
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 39
Flight Dates: 08/22/12 - 08/26/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Oemographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	57	\$48,975.00	\$41,628.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	57	\$48,975.00	\$41,628.75	0.00
Totals	57	\$48,975.00	\$41,628.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	31%	\$48,975.00
Market	100%	\$157,983.87

Adds 17-18

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$6,319.35
WCWJ	0%	\$0.00
WJXT	26%	\$41,075.81
WJXX	10%	\$15,798.39
WTEV	29%	\$45,815.32

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	08/22/12	08/24/12	M-F 6-7a M-F 6-7am	CM	6a-7a	--WTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$1,000.00		0.00						
2	WTLV	08/22/12	08/24/12	Today Show M-F 7-9am	CM	7a-9a	--WTF--	:30	6	\$950.00	P-3	0.00	NM	6	\$5,700.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$950.00		0.00						
3	WTLV	08/22/12	08/23/12	Today Show II M-F 9-10am	CM	9a-10a	--WT---	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Advertiser: Romney/ R / President
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 Estimate: 39
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	08/22/12	08/23/12	Today Show II M-F 9-10am	CM	9a-10a	--WT---	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WT---		2			\$300.00			0.00			
4	WTLV	08/22/12	08/24/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$150.00			0.00			
5	WTLV	08/22/12	08/24/12	M-F 4-5p Ellen	CM	M-F 4p-5p	--WTF--	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$175.00			0.00			
6	WTLV	08/22/12	08/24/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$550.00			0.00			
7	WTLV	08/22/12	08/24/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	--WTF--	:30	6	\$1,400.00	P-3	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6			\$1,400.00			0.00			
8	WTLV	08/22/12	08/24/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$1,200.00			0.00			
9	WTLV	08/22/12	08/24/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	--WTF--	:30	6	\$1,200.00	P-3	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6			\$1,200.00			0.00			
10	WTLV	08/22/12	08/24/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	--WTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3			\$1,000.00			0.00			
11	WTLV	08/22/12	08/24/12	M-F 5-6a M-F 5-6am	CM	5a-6a	--WTF--	:30	6	\$300.00	P-3	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6			\$300.00			0.00			
12	WTLV	08/25/12	08/25/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1			\$300.00			0.00			
13	WTLV	08/25/12	08/25/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1			\$350.00			0.00			
14	WTLV	08/26/12	08/26/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		2			\$300.00			0.00			
15	WTLV	08/26/12	08/26/12	Sun Prime 1st Half Sun Special 2+ Hours	CM	Various	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1			\$1,800.00			0.00			
16	WTLV	08/26/12	08/26/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1			\$1,000.00			0.00			

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WTLV-TV

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16	WTLV	08/26/12	08/26/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N 17	WTLV	08/26/12	08/26/12	NFL Pre Season Footba NFL Pre-Season	CM	NFL Pre-Season	-----S	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$4,500.00			0.00			
N 18	WTLV	08/22/12	08/24/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3			\$500.00			0.00			
													Totals	57	\$48,975.00